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least some of said plurality of remote display devices are coupled to the network via an associated the remote server, the associated remote server being capable of distributing the advertising content ~~[[data]]~~ to the associated at least some of said plurality of remote display devices for display in accordance with the scheduling data.

4. (Currently Amended) The system recited in claim ~~[[2]]~~ 3, wherein ~~[[each]]~~ the remote server provides security between the associated at least some of said plurality of remote display devices and the network.

5. (Previously Presented) The system recited in claim 1, and further comprising a user interface coupled to the network for allowing a user to input and/or modify at least one of the scheduling data and the advertising content.

6. (Previously Presented) The system recited in claim 1, wherein the scheduling data is stored in the database with the advertising content.

7. (Previously Presented) The system recited in claim 5, wherein a tag associated with the scheduling data is stored with the advertising content.

8. (Previously Presented) The system recited in claim 1, wherein the scheduling data is stored in a database separate from the database in which the advertising content is stored.

9. (Previously Presented) The system recited in claim 2, and further comprising a user interface coupled to the network for updating the scheduling data.

10. (Currently Amended) The system recited in claim 1, wherein advertising content from a variety of channels is distributed simultaneously to various ones of the output ~~displays~~ plurality of remote display devices.

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11. (Previously Presented) The system recited in claim 1, wherein the database can receive and store and can be queried for information associated with at least one of the group consisting of billing, statistical analysis, merchandise, and performance monitoring.

12. (Previously Presented) The system recited in claim 1, and further comprising a gaming device coupled to the server, the gaming device being capable of communicating advertising content associated with gaming.